

(2½ Hours)

[Total Marks: 75]

- N. B.: (1) **All** questions are **compulsory**.
 (2) Make **suitable assumptions** wherever necessary and **state the assumptions** made.
 (3) Answers to the **same question** must be **written together**.
 (4) Numbers to the **right** indicate **marks**.
 (5) Draw **neat labeled diagrams** wherever **necessary**.
 (6) Use of **Non-programmable** calculators is **allowed**.
 (7) Question (Q1) is **compulsory**.
 (8) Question (Q8) is **compulsory**.
 (9) Question (Q2 to Q7) attempts any **four**.

Q1. Discuss the case study with answers of the following questions. 20

Case study: In order to claim their share of growth from the highly lucrative and evolving e-commerce landscape, businesses are under a lot of pressure to devise e-commerce strategies that are effective. However, the given speed at which new online engagement channels and business models are hitting the market every day, never has there been a greater need of businesses to take a step back and critically reevaluate their e-commerce strategies than now. With the technological entry barriers dissipating, it's easy for any company to be present in the market across all online channels. It's not difficult to guess that very soon, being on a large number of online channels will become the standards rather than a distinguishing factor for businesses. The real differentiator will be businesses ability to innovate with existing channels (or a combination of channels) to provide a better quality of engagement for consumers –this is what will attract the technology savvy consumers of the future. Businesses must decide whether they want to join the race to have a greater number of online channels or if they want to innovate specific channels to attract consumers. In order to innovate, the three key questions that they need to ask are:

- 1) What is attracting customers to specific technologies?
- 2) Do our online channels fulfill customer's needs?
- 3) Do we have the required technology to engage with our customers?

Q2. Attempt any two of the following: 10

- a. Explain the components of E-commerce.
- b. Explain the role and impact of e-commerce in supply chain management.
- c. Explain the Business applications of E-commerce.

Q3. Attempt any two of the following: 10

- a. Explain Cost Estimation and Pricing.
- b. Explain the need of B2B e-commerce model.
- c. Explain EDI architecture.

Q4. Attempt any two of the following: 10

- a. Explain any four types of e-payment system in brief.
- b. Differentiate between credit card and debit card payment system.
- c. Explain order fulfillment process.

Q5. Attempt any two of the following: 10

- a. What is IPR? What are the elements covered under the IPR?
- b. What are security threats? What are the different types of security threats?

c. Explain Right to privacy.

Q6. Attempt any two of the following:

10

- a. Describe the remedial measure to solve Channel Conflict?
- b. Explain in detail the various ethical issues in E-commerce.
- c. Explain the changes required in Business Process.

Q7. Attempt any two of the following:

10

- a. Explain the challenges of E-commerce.
- b. Explain Risk Management Paradigm.
- c. Explain any four types of firewalls

Q8. Attempt any three of the following:

15

- a. Write a short note on Causes of Channel Conflict?
 - b. Write a short note on The Information Act 2000.
 - c. Explain the elements granted in protection in Intellectual Property.
 - d. Write short note on Digicash.
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